

	<p>Holistic Coping with Complexity</p> <p>GABEK® method</p>
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<p><i>Vision and Aims</i></p>	<p>GABEK supports qualitative social research regarding the convictions, evaluations, and emotional attitudes of the individuals concerned. It aims at identifying and valorising knowledge assets that are usually difficult to capture, notably tacit knowledge.</p> <p>GABEK can also assist organisations in rational decision-making and coordinated action. By reflection on the development of the organization, a learning process can be initiated that furthers communication within the organization and facilitates the implementation of results.</p> <p>GABEK projects always aim to improve dialogues within the organization and thus support community values of mutual respect, trust, reciprocative interest and cooperativeness. If these values are supported, motivation and goal oriented rational action in the community will also increase, leading to greater satisfaction for everyone concerned.</p> <ul style="list-style-type: none"> • Through early orientation to the needs of the people affected, the sense of community in many companies, political communities and institutions is reinforced, facilitating quicker and more rational decisions and better cooperation with the implementation process. • In many companies and organizations using GABEK projects, employees, clients and individuals become more included in decision making. A large range of experiences related to a situation can thus be considered during organizational development. • At universities, qualitative social research has proliferated through GABEK courses and GABEK projects complementing quantitative research.
<p><i>Target Audience</i></p>	<p>academia/research, industry/SMEs , private investors, public authorities/policy makers.]</p>
<p><i>Key Features</i></p>	<p>GABEK® (Holistic Coping with Complexity) is a PC-supported method for evaluating and describing colloquial texts. Based on open interviews or other verbal data, the experience, knowledge and attitudes of many people are networked, so that coordinated cooperation can be supported. GABEK® translates the opinions and knowledge of interviewees into conceptual systems of knowledge. Thus, decisions can be prepared, goals determined more precisely and measures recommended (see the 2 min. Video www.gabek.com/clip).</p>

	<p>The method developed by Univ.-Prof. Dr. Josef Zelger was based on philosophical concepts of understanding, explaining, learning and the perception of gestalt. The personal opinions of people interviewed are superimposed, as it were, and structured by GABEK®. Opinions, knowledge, value systems and emotional attitudes are linked in the shape of "language figures", "hyper figures", "figure trees", "association graphs", "networks of effects", "evaluation profiles" etc. Like maps, they make a meaningful orientation within the entire range of opinions possible. Every evaluation step can be reconstructed and reviewed inter-subjectively.</p>
<p>Achievements & Learnings</p>	<p>With the help of a GABEK® project, a comprehensive overview of the attitudes and opinions of employees, customers / non-customers or experts can be gained. The benefit of the project is more knowledge and a deeper understanding of the situation as a whole. The (tacit) knowledge and experience of a longtime employee in a business can be used as learning material – even if this employee has already left the company – the product can be a manual on in- house solutions. It saves training time and avoids mistakes. (Example: "Basic Knowledge Packaging by A. Zaffignani", GIKO).</p> <p>To improve services or products, it is important how the performance is seen by the customers. The result of a GABEK® project can then be a map of customer wishes showing what is of particular importance to many potential customers, but also what changes are irrelevant from the customers' point of view, so that they can be disregarded. (Example: "Improving the acceptance of energy saving building components as a reciprocal learning process of producers and users", Federal Ministry for Traffic, Innovation and Technology", Austria).</p> <p>If the aim is to solve a conflict, the starting point of a GABEK® project is anonymous interviews with partners, orally or in writing. The GABEK® analysis shows which basic values, goals and options for action are particularly important for the parties in conflict and which consequences can be expected during implementation. The project can show possible solutions acceptable to the parties in conflict. The benefit of the project is that job satisfaction can be maintained as well as the further positive commitment of employees. (Example: working time regulations at Daimler AG in the field of research, Workers' Council)</p> <p>To develop an organization, GABEK®, on the basis of interviews, offers a comprehensive overview of problems and areas of success. Suggestions are made by the employees/persons interviewed. The benefit lies in the fact that employees are willing to support the implementation phase. (Example: "Further development of vocational schools into regional centres for vocational education, Senator for Education and Science, Bremen).</p> <p>GABEK® projects might vary considerably in the problems they address, implementation and results. But they always include an invitation to begin a dialogue about values, goals and measures. Wherever solutions are recommended, the consequences to be expected are shown as well. The knowledge and arguments of the people interviewed are always put in a logical-systematic order; and those items especially relevant to the intended solution are clearly identified.</p>

Launch Date & Duration	since 1992 until now
Partners/Sponsors	-
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